



The latest news of Aruba is now online at *24ora.com*

“Today it is essential to have an online presence,” quotes Mark Benson-Denz the founder of *24ora.com*, a new website that launched on Wednesday evening, March 28. Mark, a graduate of the Landstede College in Zwolle, The Netherlands with a degree in Commercial marketing and Communication Management, is joined in that belief by such illustrious company as Bill Gates, who predicted that there will soon be only two kinds of businesses; “those that are online, and those that are out of business.”

The purpose of the new website *www.24ora.com* is to offer up-to-the-minute news of Aruba, in a wide variety of topics, 24 hours a day. Mark has his photographers and reporters out and about, and not only major news events are covered, but culture, social events, sports news, movie listings, plus classified and help wanted ads will be online and continually updated. Presently, the website is in Papiamentu, but Mark revealed plans to add an English version in the near future.

The experience Mark obtained while working for different search engines such as Yahoo, MSN, and Google during his internship with Beyond-ROI in Miami shows in the sleek look and easy navigation of the new website. Multimedia in video and sound brings the news to life, and places the viewer in the middle of actual events. The site and information it contains is absolutely free to peruse, and some sections allow readers to post comments, such as offering a personal review of a film presently showing at the cinemas or a news event.

Carolina Raven, Miss Universe Aruba assisted him in launching the site during an official ceremony at the Cas di Cultura in Oranjestad, and the event was immediately downloaded as top headline. Joining him were proud family and friends, and several representatives of business interests involved in the site's construction. THE NEWS welcomes their new online colleagues in reporting events in Aruba.